

Util Mediagram

Sadiq Basha .M.A¹, Mr. R. Sathish Kumar²

² Asst.Prof.

^{1,2} Krishnasamy College of Engineering and Technology, Cuddalore.

Abstract- This paper presents about writing a research paper using social media sources. From choosing a research question to collecting data and analyzing the information, every step will be centered around social networks like Facebook, Twitter, LinkedIn, Reddit, and others. The advancement in technologies and communication networks has brought the world and its communities closer. But it has also given rise to new challenges like fake news and false information sharing. If left unchecked, fake news can be used by governments to generate propaganda, by businesses to exploit consumers, and by individuals to provoke community sentiments just for fun. Hence, there is an urgent need to employ mechanisms that can determine the credibility of online information.

I. INTRODUCTION

Util mediagram is a web application is beginning one of the best platforms to share your valuable thoughts by posting Images, Audio and videos. The application can be used as a both public or private organization. The main aim of this project is to provide a secure communication of posting images, audios and videos. To prevents from data breaches cause using own data server, not using third party cloud-based storage. The application provides user to upload the images, audio and video with title and caption. The application provides user can interact with others post to like and report. Can edit and delete the post at any time by posted user.

II. LITERATURE SURVEY

Social media empowers- is a driver of online participation and free expression and is a cost-efficient enabler for open innovation in NPD process. Social media innovation characteristics determine degree of social media adoption social media monitoring can help sense the environment and act as enabler of two-way engagement in government policy. According to O’Keeffe and Clarke-Pearson, in the American Academy of Paediatrics, there are a couple of benefits to social media use. They believe one of the most important benefits of social media is that it enhances how an individual understands himself by engaging with others, and becoming creative through blogging. This leads to better outcomes in their individual school work. Another important benefit according to O’Keeffe and Clarke-Pearson, is the fact

that using social media gives students the opportunity to improve their learning, since they have the chance to share knowledge with one another and conduct group projects more efficiently. There is an opportunity to make use of it within the students. This can be achieved by utilising social media to create study groups on Facebook, Skype, Blogs or any medium that allows multi contact conversations and allowing them to share their assignments, asking their peers questions they don’t understand. According to Napoleon Egedegbe, the result that different researchers and scholars have reached regarding the impact of social media on the academic performance of students is that there is no impact (Egedegbe, 2013). On the other hand, Dr. Patient Rambe states that social media gives different drawbacks and opportunities that distinctively enable and disable possibilities of having face-to-face interaction, as it liberates them from this obligation to the availability of everything online. He also adds that Facebook as a learning environment has given the opportunity to have multiple representations of students voices and has created an “educative and aesthetic space.” Taking into consideration the opposing side, Facebook’s learning environment has caused limitations of individuals to realise their “self-interests”

III. UTIL MEDIAGRAM OPERATORS

- a) **Profile Set:** New user can create Profile for Util mediagram Site. Then share your Bios & information to our site.
- b) **User Profile:** User can upload Somethings new in our Website. Then share your daily Activity and something else. Then user can View, Edit, Delete our post in our profile side. In Any mistake our profile side to send the feedback to Admin side. Then Request to send Admin for to set Active pages in our site.
- c) **Admin Profile:** Admin can Share information to our Profile side. Then Admin can Manage Dashboard process. Then Admin can Set the user for Active page. Then pay Money for High level likes Active post to active user only.
- d) **Home Page:** In the home page there are you many Sub modules.
- e) **Share/Manage post:** This sharing post for to set public & Private option. Then other person uploading post the user can save the post to favourite mode option and then downloading the post also.

- f) **Searching mode:** The user can search the new friends in Searching mode.
- g) **Explore Trending Post:** In this mode is used for Trending post will be Showing in the side.
- h) **Daily Story:** In this mode is used for sharing the Story to show for 24 hrs Only.
- i) **Notification:** In this mode is used for Intimate the post, like, comments, etc.
- j) **Messages:** In this mode is used for communication for 2 person and multiple persons in single chat box.

IV. METHODOLOGY

This paper presents a case study that describes how Key Performance Indicators (KPIs) are used to monitor and manage the applications of social technologies, which include many tools facilitating the participation and collaboration on the web. The case study was applied to the information and communication technology area, which is an integrated energy company active in over 70 countries in the world. A methodology is proposed to select and develop the appropriate KPIs in order to manage and monitor the application of social technologies. The methodology turned out to be able to monitor collaboration and knowledge sharing activities among employees and to incentivize participation and involvement of employees who use the company 's social media.

V. FUTURE SCOPE

The bright future prospect of social networking is also proven with the fact that the technology is integrated in the mobile phones as well. Look at the devices designed with powers of interpersonal communication on a globalized outlook. These devices are now being created to with the perspective of global interaction and messaging across geographical boundaries. The concept is one, wherever on the earth; reach the common platform of the people for everybody's benefit

VI. CONCLUSION

In the world with over 70% of internet users active on social networks, who spend at least one hour a day on average on those social networks, we have to conclude that social networks have become a sort of reality in which people communicate, interact, and obviously trust. We also have to be aware that over 60% of those users access social networks via mobile devices, with strong indicators that this percent will only increase in the future years.

REFERENCES

- [1] O'Keeffe, G. S., & Clarke-Pearson, K. (2011). The impact of social media on children, adolescents, and families. *Pediatrics*, 127(4), 800-804.
- [2] Hajli, N. (Ed.). (2015). *Handbook of research on integrating social media into strategic marketing*. IGI Global.
- [3] Rambe, P. (2011). Exploring the impacts of social networking sites on academic relations in the university. *Journal of Information Technology Education: Research*, 10(1), 271-293.